

(2½ Hours)

[Total Marks: 75]

- N. B.: (1) All questions are compulsory.
(2) Make suitable assumptions wherever necessary and state the assumptions made.
(3) Answers to the same question must be written together.
(4) Numbers to the right indicate marks.
(5) Draw neat labeled diagrams wherever necessary.
(6) Use of Non-programmable calculators is allowed.
(7) Question (Q1) is compulsory.
(8) Question (Q2 to Q7) attempts any four.

Q1. Discuss the case study with answers of the following questions.**20****Case I Factors Affecting Consumer Behavior**

Martin Incorp was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words, they only concentrated on what they would make, and did not bother about changes in preferences of their target market.

They were later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer references and the changes that were necessary to be incorporated in the product. He emphasized upon the income factors and social factors only. He modernized the product to a great extent, and invested about 30 lakhs on new packing etc. even after six months of these changes brought about by him; the company did not seem to have a proportionate increase in sales.

The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behavior had been neglected.

Questions:

1. Do you agree with the assistant and product managers, and why?
2. What others factors, if any, could have been considered? Elaborate in detail.

Q2. Attempt any two of the following:**10**

- a. Explain the concept of Social Class.
- b. Explain Social Stratification.
- c. Explain the classification of the society with its characteristics.

Q3. Attempt any two of the following:**10**

- a. Explain Group Behavior.
- b. Explain Diffusion of Innovation Process
- c. Explain stages of Consumer Behavior adoption of New Product.

Q4. Attempt any two of the following:**10**

- a. Explain Organization Buying situations and with its types.
- b. Explain the Roles and Power of Buying Centers.
- c. Explain the Roles of family in Decision Making and Consumption Process.

Q5. Attempt any two of the following:

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- a. Explain Organization Buying Process with its characteristics.
- b. Explain Indian Core Values.
- c. Explain Market Segmentation.

Q6. Attempt any two of the following:

10

- a. Explain Tradition and Value System with its importance and characteristics.
- b. Explain Norms and their Role with its salient features.
- c. Explain Post Purchase Behavior.

Q7. Attempt any two of the following:

10

- a. Explain the concept of Culture and its characteristics.
 - b. Explain Post Satisfaction Measures.
 - c. Explain ABC/VED/FSND analysis.
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